

## Metrics: October 1 – December 31, 2013

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### Enrollment Summary

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- Total number of Coloradans signed up for private health insurance through the Individual and Small Business Marketplaces: **52,783**
- Total number of individuals and families signed up for new coverage, including expanded Medicaid: **139,210\***
  
- Individual Marketplace accounts: **141,545**
- Individuals and families signed up for private health insurance: **51,728**
  
- Small business accounts: **3,683**
- Small businesses that completed group coverage enrollment: **101**
- Small business employees and dependents signed up: **1,055**
- Small businesses that offered employees multi-plan / multi-carrier options: **43%**

\*Medicaid enrollments were determined by the State and applications came through Connect for Health Colorado, the state portal called PEAK and county human service offices.

### Shopping

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- Unique website visitors: **785,901**
- Number of shopping pages served: **22,464,998**
- Calls and chats serviced: **130,461**
- Average call and chat length: **18 minutes, 13 seconds**
- Average call and chat wait time: **13 minutes, 54 seconds**
- System Availability: **99.8%**
- Pages serviced within 5 seconds: **99.6%**

### Coverage Levels

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- Catastrophic: **2%**
- Bronze: **38%**
- Silver: **46%**
- Gold: **13%**
- Platinum: **1%**

## Individual Marketplace Demographics

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- Individual Marketplace enrollments without financial assistance: **49%**
- Individual Marketplace enrollments with advance premium tax credits: **51%**
  
- Enrollments to customers earning 250% of FPL or less (received tax credit and cost-sharing reductions): **35%**
- Enrollments to customers earning 251 - 400% FPL (received tax credit): **16%**
  
- Average advance premium tax credit awarded: **\$248/month**
- Average premium (before tax credit) for all Individual Marketplace covered lives: **\$376/month**
  
- Enrollments for individuals only: **46%**
- Enrollments for families of 2: **25%**
- Enrollments for families of 3 or more: **29%**
  
- Male: **47%**
- Female: **53%**
  
- Enrollments for ages 0 – 17: **13%**
- Enrollments for ages 18 – 25: **7%**
- Enrollments for ages 26 – 34: **15%**
- Enrollments for ages 35 – 44: **14%**
- Enrollments for ages 45 – 54: **19%**
- Enrollments for ages 55 – 64: **32%**
- Enrollments for ages 65 and over: **Less than 1%**
  
- Enrollments in rural counties: **9.9%**
  - Portion of Colorado population in rural counties: **10%**
- Enrollments in urban counties: **74.1%**
  - Portion of Colorado population in urban counties: **74%**
- Enrollments in agricultural urban counties: **15%**
  - Portion of Colorado population in agricultural urban counties: **14.6%**
  
- Enrollments in medical plans: **76%**
- Enrollments in medical and dental plans: **22%**
- Enrollments in dental plans (standalone): **Less than 1%**

